

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 711782
Alt Order #: 6305101
Product Desc: SODERBERG FOR SENATE
Estimate: 582
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Soderberg,N/ D/ State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	64	\$27,075.00	\$23,013.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	64	\$27,075.00	\$23,013.75	0.00
Totals	64	\$27,075.00	\$23,013.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	32%	\$27,075.00
Market	100%	\$84,609.38

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$5,922.66
WCWJ	2%	\$1,692.19
WJXT	33%	\$27,921.09
WJXX	7%	\$5,922.66
WTEV	19%	\$16,075.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/09/12	10/12/12	5a-530a 5a-530a	CM	M-F 5a-530a	-T-TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	-T-TF--			3		\$200.00		0.00				
E 2	WTLV	10/10/12	10/15/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/10/12	10/16/12	M-WT---			3		\$200.00		0.00				
E 3	WTLV	10/10/12	10/12/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	--W-F--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	--W-F--			2		\$900.00		0.00				

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/09/12	10/15/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	MT-T---	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MT-T---		3				\$950.00		0.00			
E 5	WTLV	10/09/12	10/15/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5				\$800.00		0.00			
E 6	WTLV	10/10/12	10/15/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	M-W----	:30	2	\$875.00	P-1	0.00	NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	M-W----		2				\$875.00		0.00			
E 7	WTLV	10/09/12	10/11/12	Today Show II M-F 9-10am	CM	9a-10a	-T-T---	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-T---		2				\$400.00		0.00			
E 8	WTLV	10/09/12	10/15/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5				\$150.00		0.00			
E 9	WTLV	10/09/12	10/15/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5				\$80.00		0.00			
E 10	WTLV	10/09/12	10/15/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5				\$100.00		0.00			
E 11	WTLV	10/09/12	10/15/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MT--F--		3				\$125.00		0.00			
E 12	WTLV	10/10/12	10/12/12	M-F 3-4p Katie	CM	M-F 3p-4p	--WTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$90.00		0.00			
E 13	WTLV	10/10/12	10/12/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		3				\$150.00		0.00			
E 14	WTLV	10/09/12	10/12/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T--F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T--F--		2				\$225.00		0.00			
E 15	WTLV	10/10/12	10/12/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$275.00	P-3	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$275.00		0.00			
E 16	WTLV	10/09/12	10/15/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MT-----		2				\$1,000.00		0.00			
E 17	WTLV	10/10/12	10/12/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W-F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W-F--		2				\$1,000.00		0.00			
E 18	WTLV	10/09/12	10/11/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-T-T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WTLV	10/09/12	10/11/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	-T-T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-T-T---		2			\$1,200.00		0.00				
E 19	WTLV	10/09/12	10/12/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-T-TF--		3			\$400.00		0.00				
E 20	WTLV	10/10/12	10/12/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W-F--		2			\$35.00		0.00				
E 21	WTLV	10/10/12	10/10/12	Wed Prime C Wed Prime C	CM	Wed 10p-11p	--W----	:30	1	\$2,100.00	P-1	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	--W----		1			\$2,100.00		0.00				
E 22	WTLV	10/13/12	10/13/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$175.00		0.00				
E 23	WTLV	10/13/12	10/14/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$335.00	P-3	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----SS		2			\$335.00		0.00				
E 24	WTLV	10/13/12	10/13/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-3	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/08/12	10/14/12	-----S-		1			\$315.00		0.00				
Totals													64	\$27,075.00	